Illinois

Land of Lincoln

PUBLICITY

FOR YOUR SPECIAL EVENT

GEORGE H. RYAN • SECRETARY OF STATE

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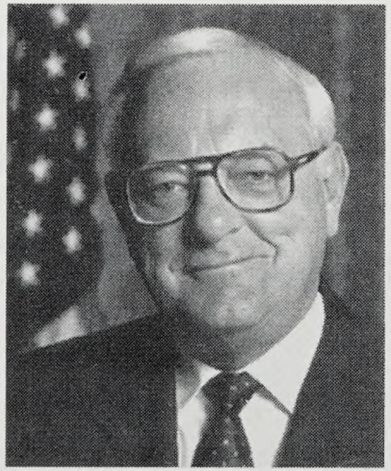


GET A "PLATEFUL" OF PUBLICITY FOR YOUR SPECIAL EVENT

Looking for a unique way to promote a special event that your organization is holding?

You may want to have a special event license plate made — one that has artwork about your event. This brochure provides all the information about how you can have this done.

You will want to bear in mind, for example, that the license plates can be used for 60 days but must be removed by midnight of the day on which the event concludes. In addition, these special event license plates are indeed valid license plates — meaning that specific registration information must be on record with the Secretary of State's office for the vehicles displaying the plates.

As I'm sure you'll agree after reading this pamphlet and looking at some of the examples of special event license plates below, this approach can be a fun and unusual way to publicize your organization's event.

The Vehicle Services Department looks forward to serving you.

George H. Ryan

George H. Ryan
Secretary of State

FACTS ON SPECIAL EVENT PLATES

This program lets an organization design and have manufactured valid Illinois license plates to publicize its special event. For example, Morrisonville has for several years had special plates made for its annual homecoming.

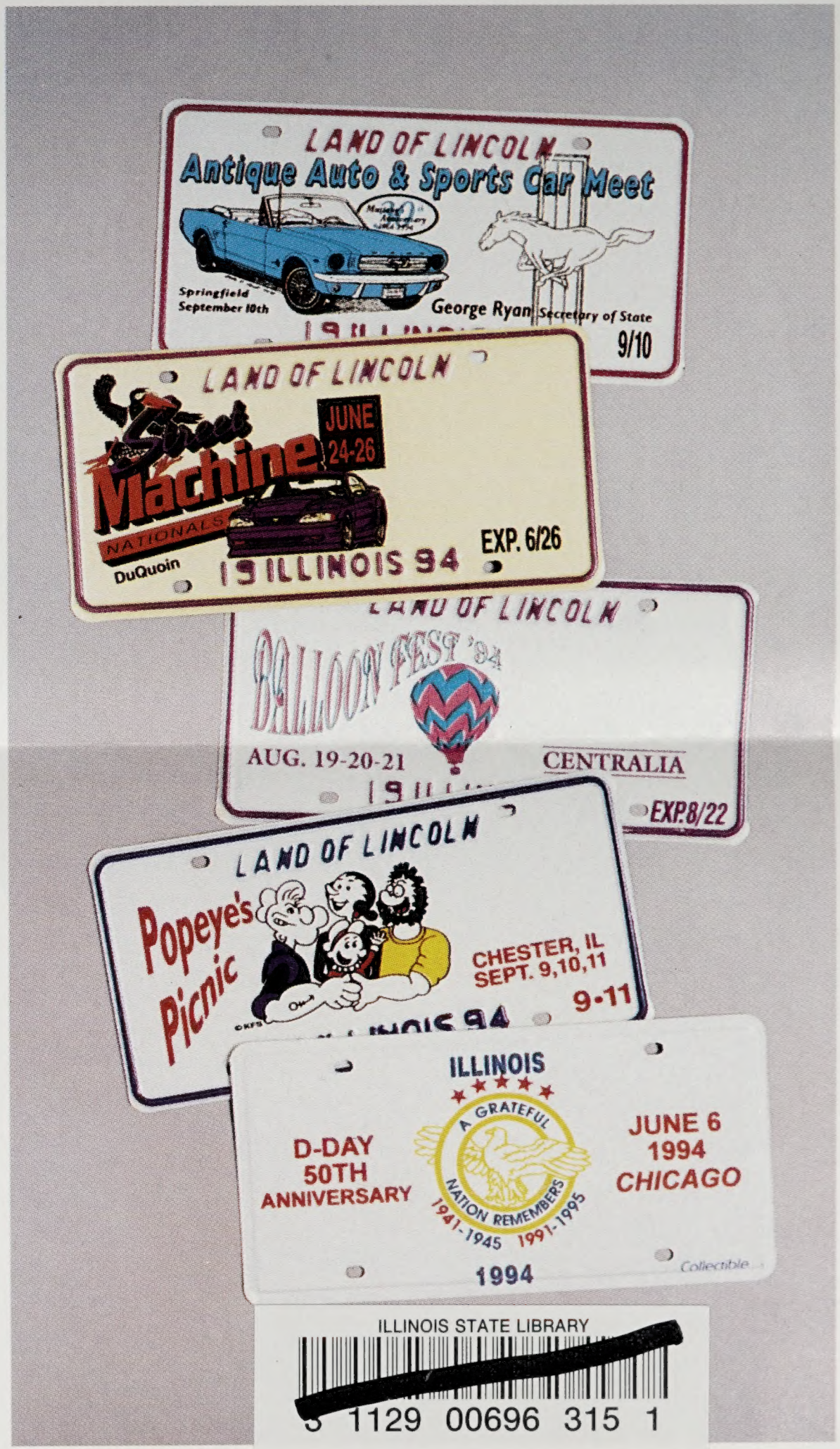
Between 50 and 200 pairs of license plates must be purchased. These special event plates may be displayed on most passenger cars, trucks, and RVs weighing 8,000 pounds or less ("B" and "RV" license plates). Vehicles registered as antique are not eligible.

Plates may be displayed for the 60 days leading up to the event. Plates must be removed by midnight of the last day of the event.

Special event plates are valid Illinois license plates and must be registered with the Vehicle Services Department before being displayed on a vehicle. To ensure proper registration, the sponsoring organization must receive a legible copy of the vehicle identification card before issuing the motorist the special event plates.

The Vehicle Services Department must be provided with Special Event Plate Assignment Sheet forms, as well as a copy of the registration card for each vehicle displaying special event license plates. This is important because these serve as the official registration records for law enforcement agencies. Also note that any vehicle with special event license plates must carry on board its regular license plates as well.

Costs for special event plates vary, but if two ink colors are used and the maximum 200 pairs is ordered, the average price is $10 to $15 a pair. The final cost is set by Macon Resources, Inc. of Decatur, which makes all Illinois license plates.



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HOW DO YOU PROCEED?

Any organization wishing to be considered for special plates to publicize its event should immediately submit a letter of request to:
Secretary of State
Special Event Plates
Vehicle Services Dept.
Room 520
Howlett Building
Springfield, Illinois 62756

Organizations should expect it to take six months from when they submit their letter of request until the actual delivery of special event plates. Artwork for the plates must be provided by the sponsoring organization. It is important to note that the artwork must be provided at least 90 days before the display period begins. (Again, the display period is the 60 days preceding the event.)

All special event plates will have embossed on them the word "Illinois," the year, and the "Land of Lincoln" slogan. All colors and designs are determined by event organizers. Many special event plates have elaborate artwork.

Organizations applying for special event license plates more than one year must change the design or colors each year. For example, in 1991, the Paris Honey Bee Festival's plates had an orange background with black embossing and a yellow bee and hive. In 1992, a white background was used, with orange embossing and a black and orange bee and hive.

Organizations are billed by the manufacturer when the license plates are delivered.

AND IN ADDITION...

There is another category of license plates that may be of interest to organizations with special events: collectible license plates. **>>Collectibles cannot be displayed on vehicles.**

Collectible plates are single plates available in unlimited quantities and can be sold for any amount. The plates must include the word "COLLECTIBLE" and everything in the design, including numbers, must be included in the artwork that the organization submits to the Vehicle Services Department. The "Land of Lincoln" slogan **cannot** be on collectible plates.

Collectible plates are often more desirable to an organization because they do not require registration of vehicles, cost less, and can be made in an unlimited quantity. Any organization interested in applying for collectible plates should factor in at least six months from the time the request is submitted until the time the collectible plates are delivered.

For more information, contact:

SECRETARY OF STATE
SPECIAL EVENT/
COLLECTIBLE PLATES
VEHICLE
SERVICES
DEPARTMENT
ROOM 520
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